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Ring up your grocer for this brand
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Feed, Seeds and Poultry supplies.
Bird Seed, Grit and Cuttle Bone,
also Spratts dog Biscuits, vegetables
of all kinds. We carry the best
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The Harness Equipment

Of the Edmonton Fire Brigade is second to none on the American continent. This is a broad statement, but easily verified, if you don't believe it, ask the Chief.

Every Set

Of this harness was supplied by THE GREAT WEST SADDLERY CO. LTD., in open competition.

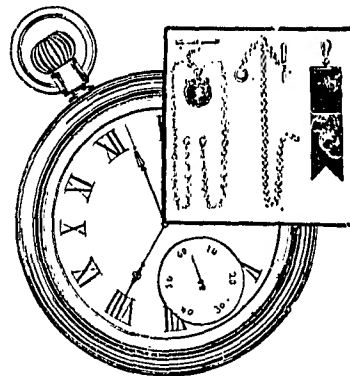
MORAL.—When you want the best goods on the market, at a price equivalent to their value, try

THE
Great West Saddlery Co.
Limited
Edmonton, Alberta.

Established 1886

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The Leading Jewelers



Stock the largest and best and most reasonable
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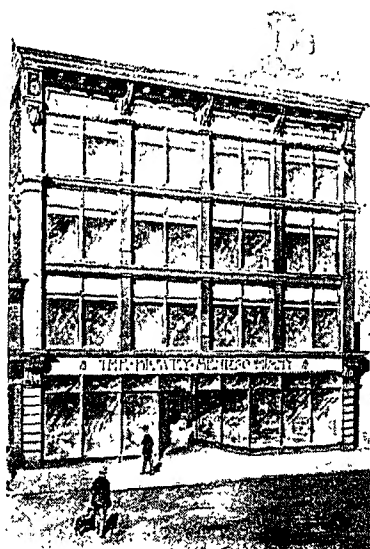


ALD. G. S. ARMSTRONG
ALD. D. R. FRASER



ALD. WILFRID GARIEPY

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THE BEST IN THE WEST

We carry the largest and most complete stock of Furniture and House Furnishings in the West.

Blowey-Henry Co.
EDMONTON



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THE
A. Macdonald Co.

Edmonton, Alberta

**Wholesale Grocers
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BRANCHES—Kenora, Ont., Fernie, B.C., Saskatoon, Sask.,
Nelson, B.C., Vancouver, B.C.

EDMONTON

SOME OF ITS OUTSTANDING
FEATURES

E



DMONTON is not a prairie city. It is situated 150 feet above the North Saskatchewan River bed and some 2,158 feet above the level of the sea. The surrounding country is park-like in appearance and very pleasing and restful to the eye. The view obtained of the Saskatchewan River valley at Edmonton is a magnificent one and compares with the scenery as seen at Quebec and Ottawa for its effectiveness and the lasting impression conveyed to the mind of the observer.

For a man looking for a permanent location for himself and family, Edmonton offers inducements that are worth noting, more especially when comparing Edmonton with the other progressive cities of Western Canada.

Being the capital city of the Province of Alberta and being the place at which the Governor of the Province must reside, Edmonton offers to a man fond of society and social functions great attractiveness.

On educational lines also, Edmonton is strong, for across the river in Strathcona is the Provincial University and in Edmonton itself is Alberta College, the High School and splendid public and private schools.

To the mechanic in a few years Edmonton will appeal strongly. The Grand Trunk Pacific shops are to be located in Edmonton as well as the Canadian Northern shops.

To the lumberman are the saw mills and timber limits. To the miner are the coal mines and coal lands. To the trader and trapper is the great north country with Edmonton as its outfit-

Phone 1551

P.O. Box 1878

Campbell Furniture Company

Empire Block Jasper Avenue
Edmonton, Alberta

Wholesale and Retail

House and Office Furnishers, Upholsters,
Direct Importers of Linoleums,
Carpets, Draperies, &c.

PICTURES

The Merchants Bank of Canada

ESTABLISHED - 1864

CAPITAL	-	-	-	\$6,000,000.00
RESERVE	-	-	-	\$4,267,400.00

A general banking business transacted

Savings Bank Department

At all branches, where interest at highest rate is
paid on deposits.

120 BRANCHES IN CANADA

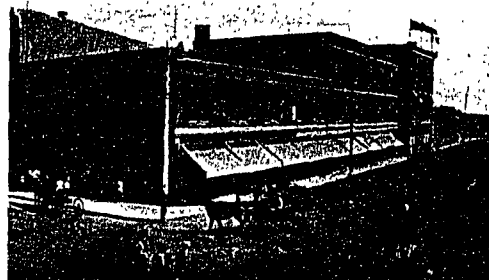
18 BRANCHES IN ALBERTA

2 BRANCHES IN EDMONTON

A. C. FRASER, MANAGER
EDMONTON ALBERTA
SEE CUT OF BUILDING ON ANOTHER PAGE



HUDSON BAY STORES
EMPIRE BLOCK



ACME CO. AND REVILLON BROS.
NORWOOD BLOCK AND BANK OF MONTREAL



The Traders Bank of Canada

Incorporated by Act of Parliament, 1885.

CAPITAL PAID UP	-	\$ 4,300,000.00
RESERVE	-	\$ 2,000,000.00
TOTAL ASSETS OVER		\$33,000,000.00

SAVINGS BANK DEPARTMENT

Deposits of \$1.00 and upwards received and interest compounded four times each year. If you have not started to save, why not do so to-day? We can assist you by allowing you the use of our Savings Department. Call and open an account even if it is only a small one.

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The largest and most handsome drug store in the west.

Quality Our Aim.

Drugs, Druggist Sundries, Fine Toilet Articles, Manicure Sets.

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Chocolates, Lambert's of New York, the finest in the world.

LADIES FINE HAND BAGS

Our store has a reputation for keeping the best of everything in Drugs and Sundries

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Bread and Cakes, Fresh Groceries, Fruits of all kinds, Home Made Candies, Everything guaranteed.

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R. G. LOWE

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The Capital Mercantile Co.

GROCERIES,
MEATS AND PROVISIONS

PHONE 1514

COR. 4TH AND JASPER

ting centre. To the farmer are the Packing Plants and stock yards. To the explorer and prospector are the gold fields to the west and barren lands to the north east awaiting discovery and development.

Edmonton has at the present time a population somewhat over 20,000. It is a city of beautiful homes, churches, hospitals, schools and banks. The new post office about completed is a \$250,000 structure. The new court house will cost a like amount, the Parliament buildings \$1,250,000, the bank buildings run from \$40,000 to \$100,000, the public schools from \$20,000 to \$80,000, and private residences from \$5,000 to \$35,000. There are three fire halls, most modern and up-to-date. The streets are being paved and boulevarded as rapidly as possible. The street cars are now in operation between Edmonton and Strathcona. A modern city is being built in the centre of the Province of Alberta which bids fair to rank in growth with St. Paul, Minneapolis or Winnipeg. Once in each twenty years a new city of the 100,000 population class is in the

making, Edmonton is the coming city of the above class. What the city at present contains is given in more detail below, and the places mentioned should be visited by those desiring to get a correct impression of the city as a whole.

Jasper Ave.—Cecil Hotel, Grand Trunk Business College, the Theatre Block, Presbyterian Church, Hudson's Bay Stores, Acme block and stores, Windsor Hotel, McDougall and Secord block, Empire block, Orpheum Theatre, Elk's Club Rooms, Merchants Bank block, Grand Trunk Pacific offices, Bank of Montreal block, Norwood block, C. N. R. and C. P. R. offices, Gariepy and Lessard block, Imperial Bank block, Bank of Commerce, Johnstone-Walker Block, Sandison block, Bulletin block, Archibald's block, Alberta Hotel, Queens Hotel, Jasper House, Pendennis Hotel, McInnis Lumber Co., Alberta Lumber Co., Edmonton Bottling Works, Alexander Taylor school, Wize block, Bank de Hochelaga, Club Cafe.

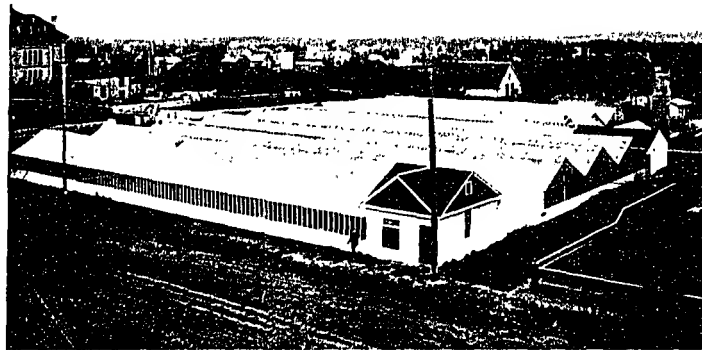
First St.—Incline Railway, Board of Trade Offices (where general information can be

THE BEST PLACE TO BUY

Cut Flowers, Ferns, Palms, Flowering Plants

Because

Our Greenhouses are the largest and most modern in Western Canada.



Goods Shipped

To all points in the West reached by the railway.

A trial order will convince you. Do not fail to visit our houses when in the city.

Ramsay's Greenhouses

COR. VICTORIA AVE. AND 11TH ST.

obtained and samples of grain, grasses, etc., are kept), Alberta College, Methodist Church, Ribchester's Carriage Works, Sommerville block, Journal block, St. James Hotel, C.N.R. station, Immigration Hall.

Second St.—Walter's Saw Mill, Exhibition Grounds, Revillon Bros. block, Masonic Hall. Custom House, Edmonton Cigar Factory, Thistle Rink, Edmonton Tent and Mattress Factory, Baptist Church, Castle Hotel, C. N. R. yards, Alberta Milling Co., Grain Elevators.

Third St.—Government House, All Saints' Church (English), Separate School, Sanitarium, Westward Ho! School (private), Mechanics' Hall, Wholesale houses (Third and Fourth streets), Richelieu Hotel.

Fourth St.—Power plant and water works, McKay Ave. School, Water tower, No. 2 Fire Station, Wholesale Houses.

Fifth St.—Boulevarded and residential.

Sixth St.—Boulevarded and residential, Provincial Government office buildings.

Seventh St.—Boulevarded and residential, Cushing Bros., lumber yard.

Eighth St.—Boulevarded and residential, Parliament buildings at the south end.

Ninth St.—W. H. Clarke sash and door factory.

Tenth St.—Roman Catholic Church, Convent and School, C. P. R. freight sheds, Hudson's Bay Fort on the river bank.

Victoria Ave.—General Hospital, Ramsays Greenhouses, Land office, Mayor's residence.

College Ave.—High School, Edmonton Club, Splendid view of the valley.

McDougall Ave.—Grand View Hotel, Post Office, Telephone and City Waterworks Offices.

Howard Ave.—Saturday News Office, Y. M. C. A. building, Massey-Harris Implement building.

Rice St.—Bellamy's Implement House, Edmonton Printing and Publishing Co., Y. W. C. A., Market Square, Beals & Hoar Implement House, Great West Implement House.

C. W. Campbell & Co.

Bakers and Confectioners.

We Lead in

**Groceries, Fruits and
Confectionery.**

When you want GOOD Bread, Cakes or Pastry come
to us. Our home made Candies are manufactured
on the premises; and guaranteed pure.
Ice Cream parlor and Tea Room the
.....largest in the City.....



We cater for Banquets, Dinners, &c.

C. W. Campbell & Co.

Bakers and Confectioners

Phone 1444

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John Sommerville, Pres. F. B. Sommerville, Sec.
John Sommerville, Jr., Vice-Pres., Treas.

The Sommerville Hardware Co., Limited

**Wholesale and Retail
Hardware**

Hot Air Heating

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EDMONTON, ALBERTA

Phone 1927

P.O. Drawer 1887

Peace Ave.—Marble and Granite Works.
Bellamy St.—J. J. McLaughlin, manufacturing chemists building.

Queen's Ave.—Imperial Hotel, Queen's Avenue School, Presbyterian Church.

Fraser Ave.—Fire and City Hall, St. Elmo Hotel Salvation Army Barracks, Senate Hotel, Snowflake Laundry.

Namayo Ave.—D. R. Fraser and Co. lumber yards, Cushing Bros. sash and door factory, German Herald Office, Edmonton Iron Works, German Church, Merchants' Bank (east end branch.)

Kinistino Ave.—Public Hospital, No. 3 Fire Station, Various Mission Churches (east end.)

Government Ave.—Penitentiary.

Norwood Boulevard—Public School, Incinerator, Coal Mines.

Fort Saskatchewan Road.—Klondike Gardens, Seven Story Pork Packing Plant (the largest in Canada), Grand Trunk Pacific grading operations.

Fraser's Flat—Little's brick yard, Fraser's saw mill, Coal Mines.

Ross Flat—Campbell-Ottewell Flour Mill, Edmonton Brewing and Malting Plant, Huff Grading and Gold-washing plant, Edmonton Cement works, Edmonton Ice Co., Edmonton Hotel.

South End of Bridge—Cameron Hotel, Anderson Brick Yard, Coal Mines, Gallagher Hull Packing Plant, Sand-Lime Brick yards, Edmonton Saw mill and yards.



P. ED. LESSARD



J. H. GARIEPY

Gariepy & Lessard

Wholesale and Retail
General Merchants...

Phone 1347

P. O. Drawer B.

157 Jasper Ave. E.

Corner of McDougall and Jasper Ave.
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W. H. Clark & Co. LIMITED

Manufacturers of

Sash, Doors, Turnings, Interior Finish.
etc., Church Furniture,
Store Fixtures.

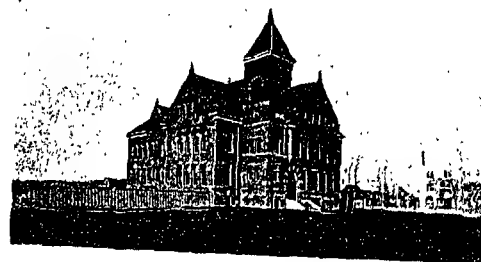
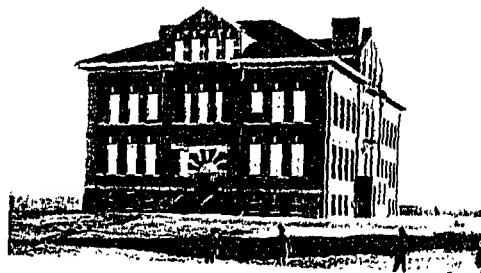
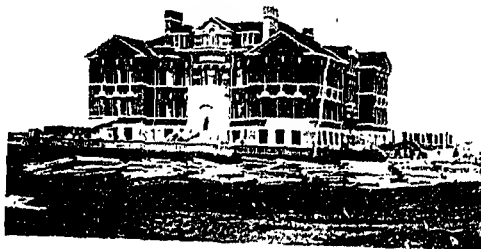
Dealers in

Native and Imported Lumber, Lath,
Shingles, Cement, Lime,
Hair, Etc.

Factory, Yard and Office

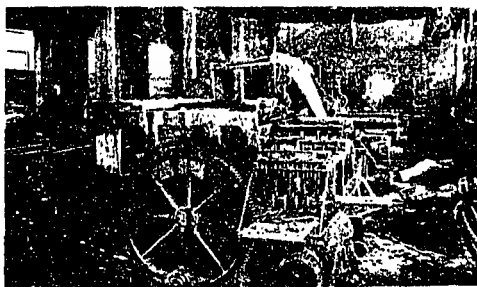
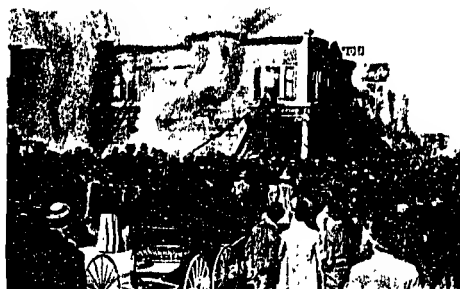
Ninth Street West, Edmonton

Phone 1216

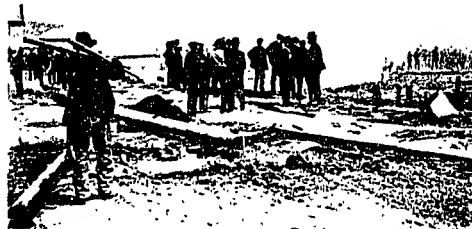


NORWODD PUBLIC SCHOOL
MCKAY AVENUE PUBLIC SCHOOL

ALEXANDER TAYLOR PUBLIC SCHOOL
QUEENS AVENUE PUBLIC SCHOOL



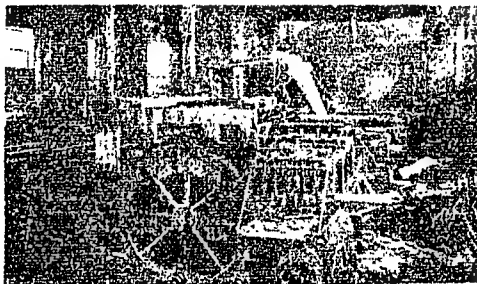
CHISHOLM BLOCK FIRE 1906
BULLETIN PRESS ROOM AFTER THE 1907 FIRE



POST OFFICE FIRE 1906
ROBERTSON HALL RUINS. 1906



R. G. DAVIDSON
CHIEF OF THE FIRE DEPARTMENT



CHISHOLM BLOCK FIRE 1808
BULLETIN PRESS ROOM AFTER THE 1907 FIRE

POST OFFICE FIRE 1908
ROBERTSON HALL RUINS 1908



R. G. DAVIDSON
CHIEF OF THE FIRE DEPARTMENT

J. H. MORRIS & Co. DEPARTMENTAL STORE 270-76 JASPER AVENUE EAST

Good Merchandise only, Quality Considered, our Prices are Always the Lowest.

A Glimpse
of our
Grocery
Department



Everything
Fresh
and Clean

Ladies' Ready-to-Wears, Dry Doods, Groceries, Boots and Shoes, Clothing
and Gents Furnishings.



NO. 1 FIRE HALL—CORNER FRASER AVENUE AND RICE STREET

EDMONTON

OUR FIRE LADDIES

E

DMONTON'S fire brigade takes its birth from the year 1892 when the first volunteer corps was organized. The Volunteer system continued till April, 1906, when the paid system under the present popular and competent head of the department was organized and brought to its present state of perfection under his superintendence. Chief R. G. Davidson is regarded as one of the most efficient men in the employ of the city and citizens generally have the utmost faith in his ability.

The Pioneer Member.

The pioneer member of Edmonton's Fire brigade, both volunteer and paid, is Tommy Lauder, now captain of the No. 1. station. Tom-

my Lauder was with the brigade at its inauguration and with the exception of one year he has been identified with it ever since.

It was on a bright mid-summer evening in June, sixteen years ago that the citizens of the town of Edmonton met at the office of P. Daly, who was then carrying on a drug business in the present Royal Shoe Store, Jasper Avenue east, "for the purpose of electing officers to manage and conduct the chemical engine, hook and ladder and general apparatus" which had just been purchased by the town council for the purpose of fire protection. Up to this time the town was at the mercy of the water bucket and the individual efforts of the residents.

The First Apparatus.

The first apparatus consisted of a village manual ladder truck and a manual double forty



T. G. LAUDER, CAPTAIN No. 1



DAVID EVANS, LIEUT. No. 1 FIRE HALL

D. R. Fraser & Co. Limited

The Oldest and Most Reliable Lumber Company in
this District.

Everything in LUMBER, ROUGH
and DRESSED, WHOLESALE and
RETAIL, SPRUCE and IMPORT-
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Give us a trial order and we can give you
entire satisfaction. All the best grades of
BRITISH COLUMBIA, finished material
kept in stock. We deliver promptly.....

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DEPARTMENT STORE

Jasper Avenue Cor. First Street

Importers and Dealers in
General Merchandise.....

"Goods of best quality at right prices,"

Yards and Office, Government Ave.
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J. B. LITTLE

Manufacturer of

All Kinds of Stamp Brick

Also Manager for the EDMONTON BRICK YARD



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J. WATSON



J. STEDMAN



H. WHITEHEAD



G. SOUTHGATE

gallon cylinder chemical. These were stored in a shed at the rear of the new block erected by the Blowey-Henry Co. on Jasper Avenue E. To this rendezvous all the citizens flocked when the call of fire rang out in the early day of the city.

The Present Central Hall.

In 1893 the present hall at the corner of Fraser Avenue and Rice Street was built and in the fall of that year the apparatus was moved to that building. In October a steam engine and two hand hose reels were purchased. In the new building was sleeping accommodation for twelve men with light, heat and water supplied free. The fees paid the brigade were at the rate of 60 cents an hour while in attendance at fires.

Water for the steam engine was supplied from eleven tanks located on various parts of the city. They held 12,000 gallons of water each and were filled by the steamer placed down at the river bank. One of these old tanks is still in use located at the corner of Kinistino and Jasper.

Waterworks System Installed.

The installation of the waterworks in the city, and the hydrants for fire protection rendered the use of the engine unnecessary, except under very exceptional circumstances, and although always ready for emergencies it is now held in reserve.

The New Regime.

The first step in the formation of a paid brigade was taken with the arrival of the newly appointed chief, R. G. Davidson, of Sherbrooke, Quebec. The son of the man who for forty years had been in charge of the fire department of the eastern city, himself born in the fire hall and for many years in the service, Chief Davidson brought with him to Edmonton a valuable experience in up-to-date methods of fire fighting. A short time before he reached the city the volunteer brigade had gone on strike owing to a disagreement with the council, and the city was then being protected by five or six men only, who had been retained in the service. Chief Davidson reached Edmonton April 15th, 1906,



P. J. MAHY



R. DAVIS



R. S. ANDERSON



F. DOUGHERTY



J. H. NURSEY

Fire

Your next order for lumber to us. We will deliver first class material at reasonable prices to your house, almost as quickly as the Edmonton Fire Brigade gets on the scene after an alarm of fire has been sent in.
Satisfaction Guaranteed.

ALBERTA LUMBER CO. Limited

Phones:—Main Office 2138, Factory 2143,
Norwood Yard 2030.

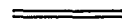
ARE YOU GOING TO BUILD ?



If so it will pay you to buy materials
from

Cushing Bros. Co. Limited

John Walters



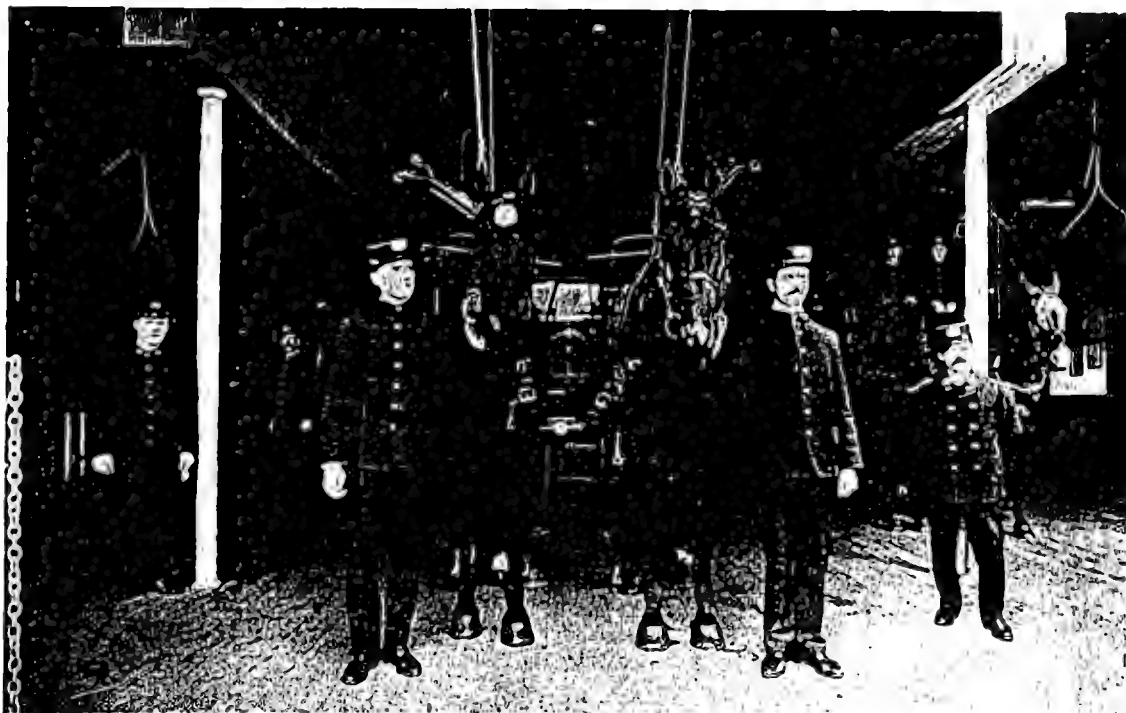
Manufacturer of and Dealer in
all kinds of

Native Lumber



Ferry Crossing, Strathcona
Phone 3040. P.O. Box 116

1st St., Edmonton
Phone 1628



INTERIOR VIEW OF No. 1 FIRE HALL

and the next morning took charge. His first report on organization embodied a recommendation for the construction of sub-stations and a fire alarm system which has since been acted upon.

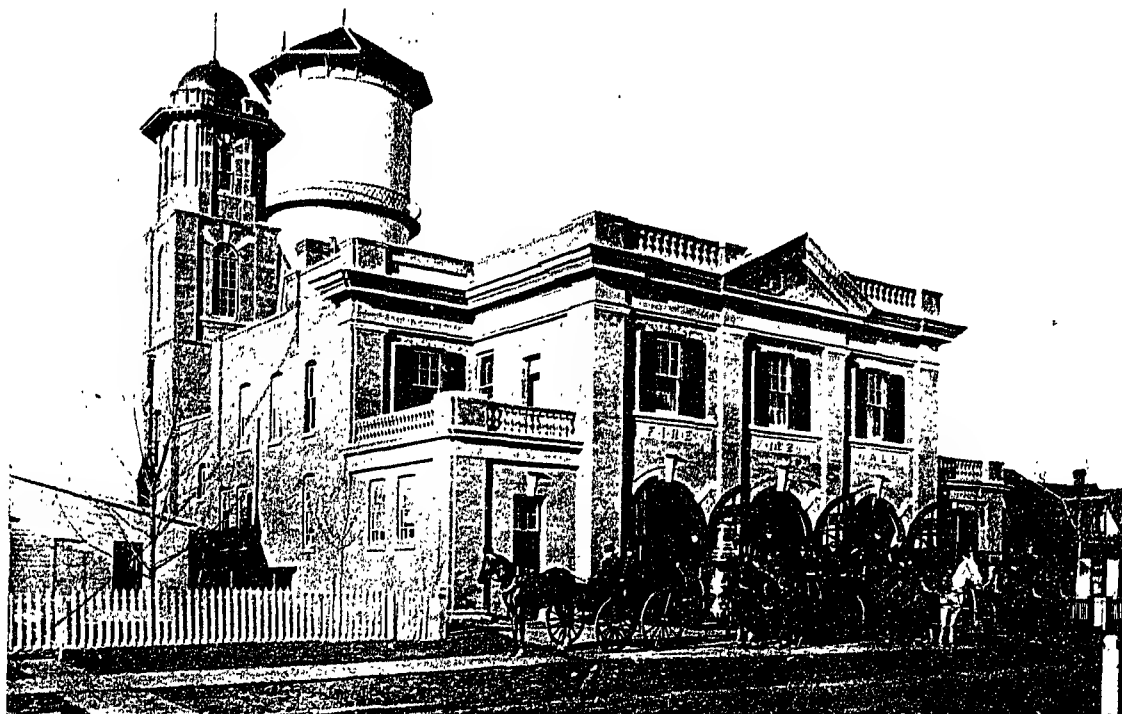
During the year 1906 new equipment was secured and the number of men increased to ten.

In the spring of 1907 the installation of the Gamewell Fire Alarm System was begun and on August 23 the first alarm was pulled in over the line. The system is worked on four circuits, with a four circuit repeater and Storage Battery. There are over 20 miles of 10 B. S. Weather proof copper wire—with 44 non-interfering boxes installed throughout the city. The installing of this system being done by the members of the Department under the supervision of R. W. Border Fire Dept. Electrician.

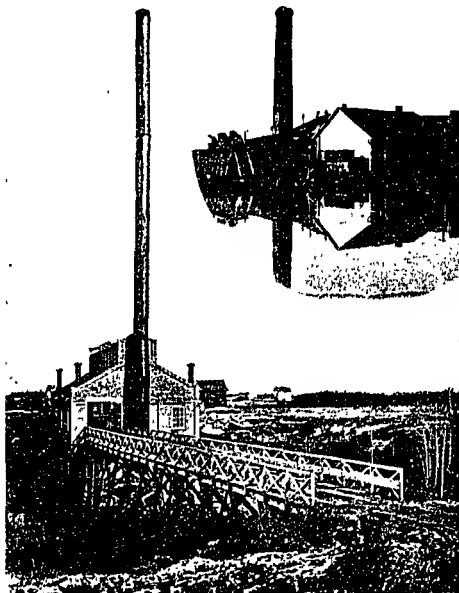
Operations on the East End Fire Hall known as No. 3, were started on May 1 1907, the building was completed and put in operation on Oct, 18 of same year. In charge of Capt. Lauder with 6 men—The apparatus in this Hall consists

of Chemical engine "Seagrave" single sixty carrying 2 hand extinguishers, short ladder equipment and other necessary appliances, City Hose wagon "Seagrave" carrying 1200 feet of 2½ inch hose, "Paragon" short ladder equipment, axes, bars, etc., with four horses in this hall for Fire Duty only. This station is equipped with Automatic Stall and Engine house door openers, connecting the alarm system with 16 inch gong and a "Gamewell" indicator.

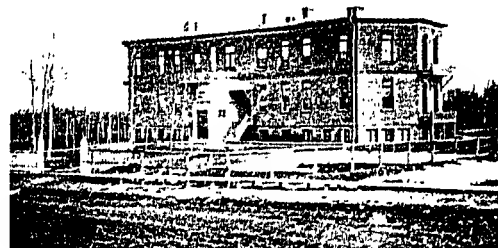
During the summer of 1907 the construction of No. 2 Fire Hall was begun but only the foundation was completed that year. However the work was resumed early this spring the building being completed and put in service on the 17th day of August 1908, in charge of Capt Murray, with 9 men. The apparatus in the Hall consists of—Chief's Buggy, "Seagrave" chemical engine, "Seagrave" single sixty with hand extinguisher, short ladder equipment and other necessary appliances, city hose wagon "Seagrave" carrying 1200 feet 2½ inch "Paragon" hose, steam fire engine "Ronald" 2nd size. From



NO. 2 FIRE HALL—FOURTH STREET

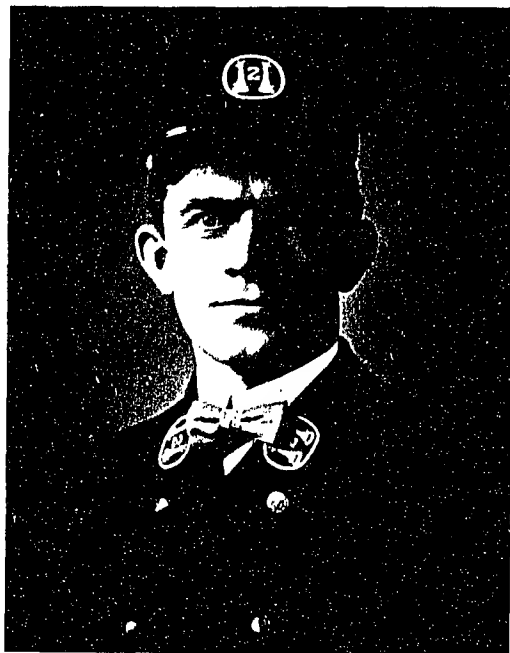


POWER HOUSE
INCINERATOR



ISOLATION HOSPITAL
TELEPHONE BUILDING

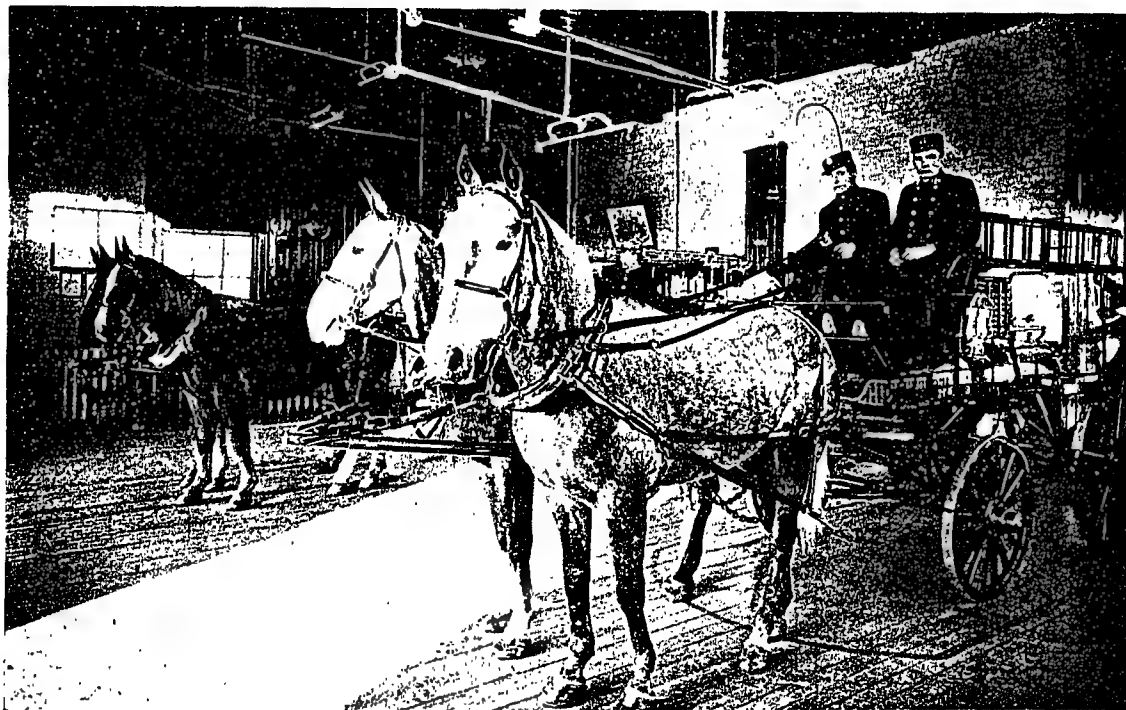




E. E. MURRAY
CAPTAIN NO. 2 FIRE HALL



R. RADNOCK
LIEUT. NO. 2 FIRE HALL



INTERIOR VIEW OF NO. 3 FIRE HALL



J. McLAUGHLIN



R. STRATHDEE
H WHITEHOUSE



T. McNAUGHTON

ESTABLISHED

1853

Ross Bros., Ltd.

The Largest Hardware House in
Alberta. Dealers in Shelf and
Heavy Hardware, Logging and
Mining Supplies. Headquarters for
Rifles and Sporting Goods. It pays
to buy at

Ross Bros., Ltd.

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..... Clty Flour Mills

Brands of Flour :

WHITE ROSE, Fancy Patent
STRONG BAKERS
GOLDEN HARVEST.

Bran, Shorts and all kinds of Mill Feed for Sale.

Campbell & Ottewell

National Trust Company Limited

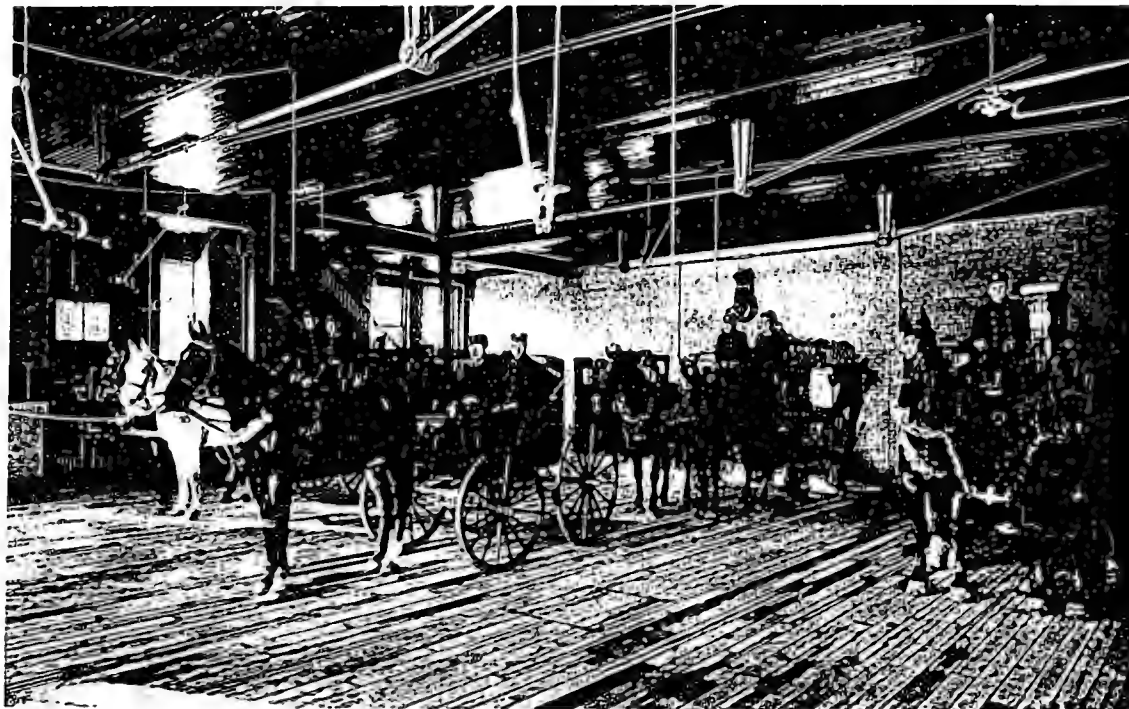
SECURITY **FOR YOUR** **EARNINGS**

This Company offers to wage-earners a safe plan for
their earnings with

FOUR PER CENT.
INTEREST

Compounded and added to account quarterly.

A. M. STEWART,
BRANCH MANAGER



INTERIOR VIEW OF NO. 2 FIRE HALL

J. B. McCULLA

F. V. PEACOCK

A GOOD ALL ROUND HOTEL

King Edward Hotel

EDMONTON, ALBERTA

FIRST CLASS SAMPLE ROOMS
IN CONNECTION

Rates \$2.50 per day

The Red Cross Pharmacy

We put up your prescriptions exactly
as the doctor orders.

WE NEVER SUBSTITUTE

Phone 1633
125 Jasper Ave. W.

John H. Lines, Phm.B.

A Tobacco for discriminating
Smokers is

Pratt's Regal Mixture

Of magnificent Aroma, does not bite the tongue. A luxury to
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PRATT'S CIGAR STORE

The Standard Plumbing and Grating Co. Ltd.

Wholesale Dealers

In Wrought and Cast Iron Pipe, Fittings, Valves, &c.
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CONTRACTORS

For Steam and Hot Water Heating, Plumbing and Sheet
Metal Work.

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Strathcona

Ames-Holden Limited

Canada's Largest Shoe Manufacturers

W H O L E S A L E
Shoes and Granby
Rubbers

658 Third Street.

EDMONTON



H. S. MIGHELL

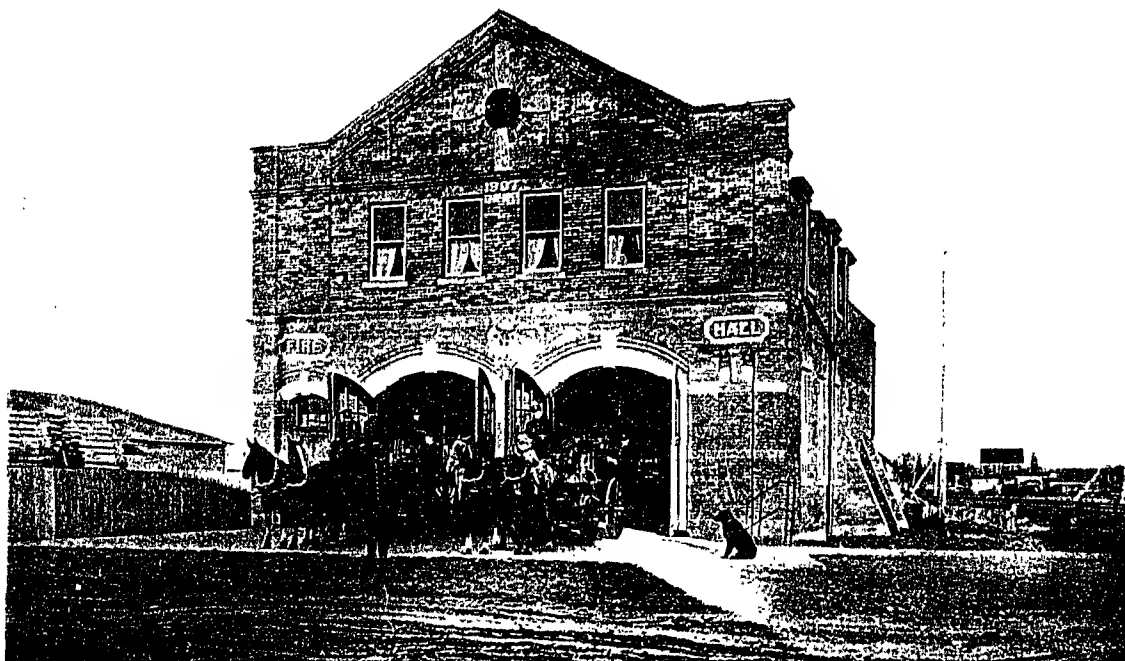


J. D. FRASER
J, JAMIESON, ENGINEER



W. MCCARTNEY





NO. 3 FIRE HALL, KINISTINO AVE.

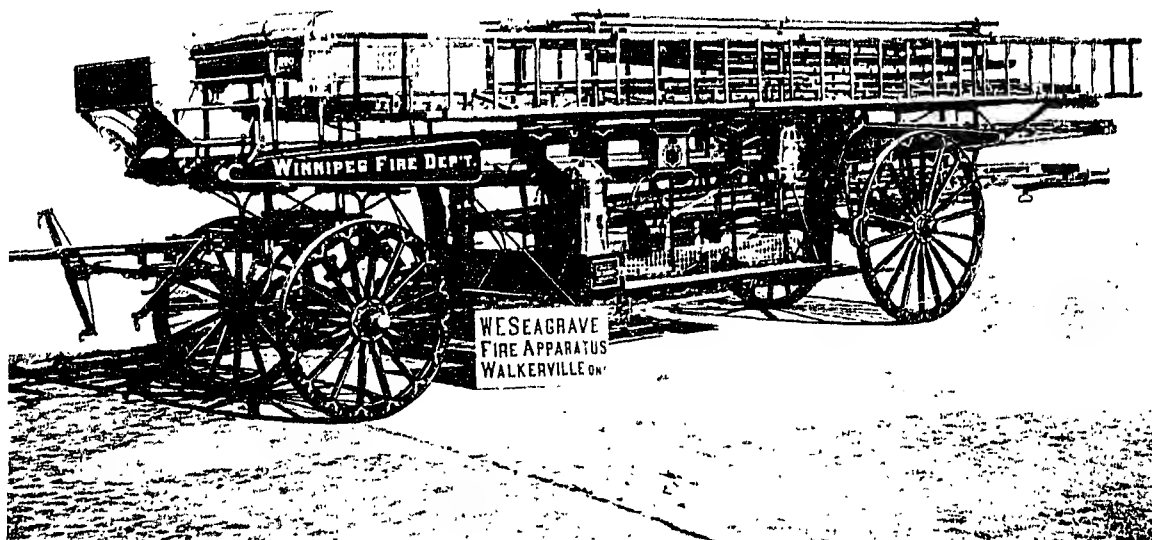


S. McNAUGHTON
CAPTAIN NO. 3 FIRE HALL



O. HOGAN
LIEUT. NO. 3 FIRE HALL

Largest Cities and Smallest Towns use
W. E. SEAGRAVE FIRE APPARATUS MADE IN WALKERVILLE, ONT.



There is a Reason:—The name W. E. Seagrave Guarantees the Best, the Lightest, the Strongest, the most Economical in Operation and Maintenance. No order too large. No order too small. Consult us before buying. All Edmonton Fire Department Apparatus was supplied by W. E. Seagrave.



N. TURGEON



JAMES WRIGHT



W. C. WILLIAMS



W. BLITCH



F. L. WALKER

this station is operated the City Ambulance, which was presented to the City by the Westward Ho Chapter of the Daughters of the Empire. This Ambulance is maintained and operated by the members of the Fire Dept., with no additional expense to the City, and is free of charge. During the three months, the Ambulance has been in service over 80 calls have been answered.

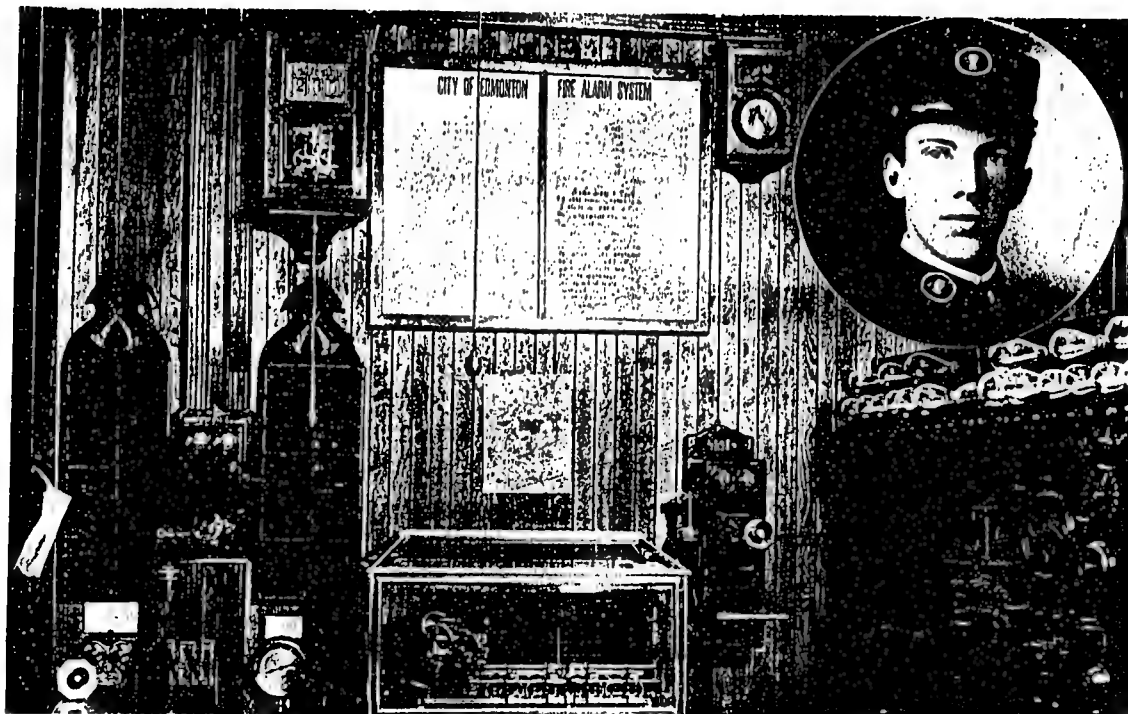
The Fire Alarm system has been extended during the past year, and 10 more non-interfering boxes installed, which now gives us 54 alarm boxes in the City.

Excellent Fire Equipment.

With the three Fire Halls in service, Edmonton, has unsurpassed fire protection, the equipment consists of Chief's Buggy, Steam Fire Engine, Three Chemical Engines, Three City Hose Wagons, One City Hook and Ladder

Truck, Trussed Ladders and a full complement of Tools and Appliances. Thirty one paid men, sixteen horses with 7200 feet of Paragon hose. Each station is fully equipped with the most modern appliances in the way of controlling and distributing nozzles and deluge sets.

Already the improvements in the Fire Dept. have resulted in a reduction of the fire insurance rates, though a further reduction is looked for and deserved. In July 1906 the classification of Edmonton was changed to a "Base Rate" of \$1.00, and since that time two reductions have been granted upon improvements in the Fire Dept. one of 15 cents and the other of 10 cents which now places our Base Rate at 75c. and when the reduction allowed is figured out on the annual premiums paid in this City it shows a great saving to ratepayers.



CENTRAL STATION EQUIPMENT OF FIRE ALARM SYSTEM
R. W. BRODER FIRE DEPARTMENT ELECTRICIAN



Bitulithic and Contracting Limited.

354 Main St.
Winnipeg, Man.



VICE-PRES AND GEN. MGR.
W. M. MacPHAIL, B. A. Sc.
A. M. CAN. SOC. C. E.

Confidence

WATCH THOSE HORSES when the Fire Apparatus turns and gallops down a street paved with BITULITHIC. They turn on a trot and are IMPATIENT TO STRIKE THEIR GAIT—A few immense heaves of the glossy flanks—A strain of arched necks against the collars—The creak of stretching leather—A rattle of harness, and THEY'RE OFF.

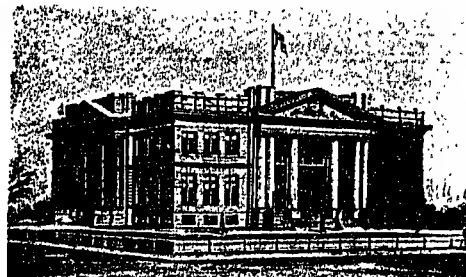
Down the street they go FULL GALLOP—Every fore-foot striking and HOLDING FIRM—the straining body gathering for ANOTHER MIGHTY STRIDE. The hind feet pressed SOLIDLY against the pavement giving the legs the PROPER BRACE for the next throw of their BODIES into the COLLARS.

SEE THEM SETTLE DOWN TO IT, FULL SWING. No Fear.—They are CONFIDENT. NO hesitating, EXTENDED to their FULLEST. Straining every muscle, they're putting their WHOLE ENERGY into it and GOING EVENLY AND SAFELY, SECURE AND SOLID. WHY?

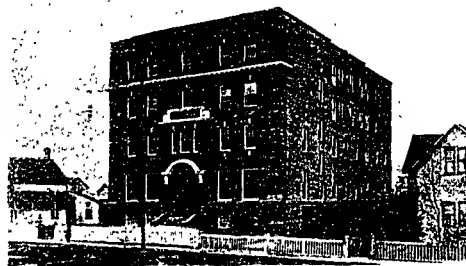
BECAUSE THEY KNOW BITULITHIC.
THEY KNOW THEY WILL NOT SLIP
THEY KNOW THEIR FEET WILL HOLD
THEY HAVE CONFIDENCE IN BITULITHIC.



**GENERAL POST OFFICE
PENITENTIARY**



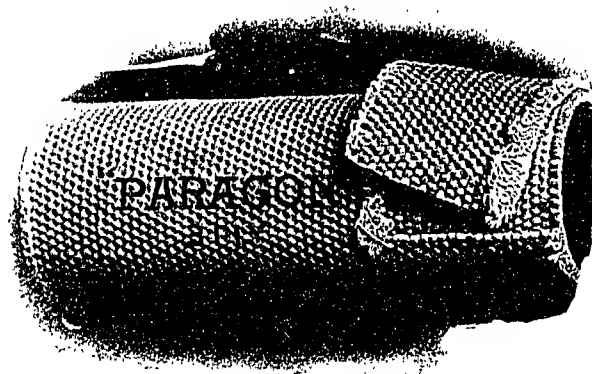
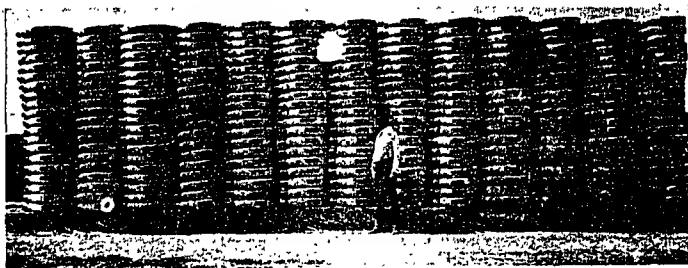
**NEW COURT HOUSE
Y.M.C.A.**



Fire Hose That Has Class

“Paragon” brand 3 ply Solid Woven Cotton
Rubber Lined Fire Hose.

The below represents 3000 feet of “Paragon” Fire Hose
delivered to the City of Edmonton in 1907.



Cut of “Paragon” Hose showing the 3 plies.

“Paragon” 3 ply “Red Cross” 2 ply
Cotton Rubber Lined Fire Hose

LEAD ALL OTHERS

Rubber Goods and Fire Department
Supplies of every Description.

The WINNIPEG RUBBER CO., LIMITED
WINNIPEG and CALGARY



CITY AMBULANCE—Presented to the City of Edmonton by the Westward Ho! Chapter Daughters of the Empire, and operated by the Fire Department.

J. Y. Griffin & Co., Ltd.



**Government
Inspected
Meats.**

Edmonton, - - Alberta.

..Bank of Montreal..

Established 1817

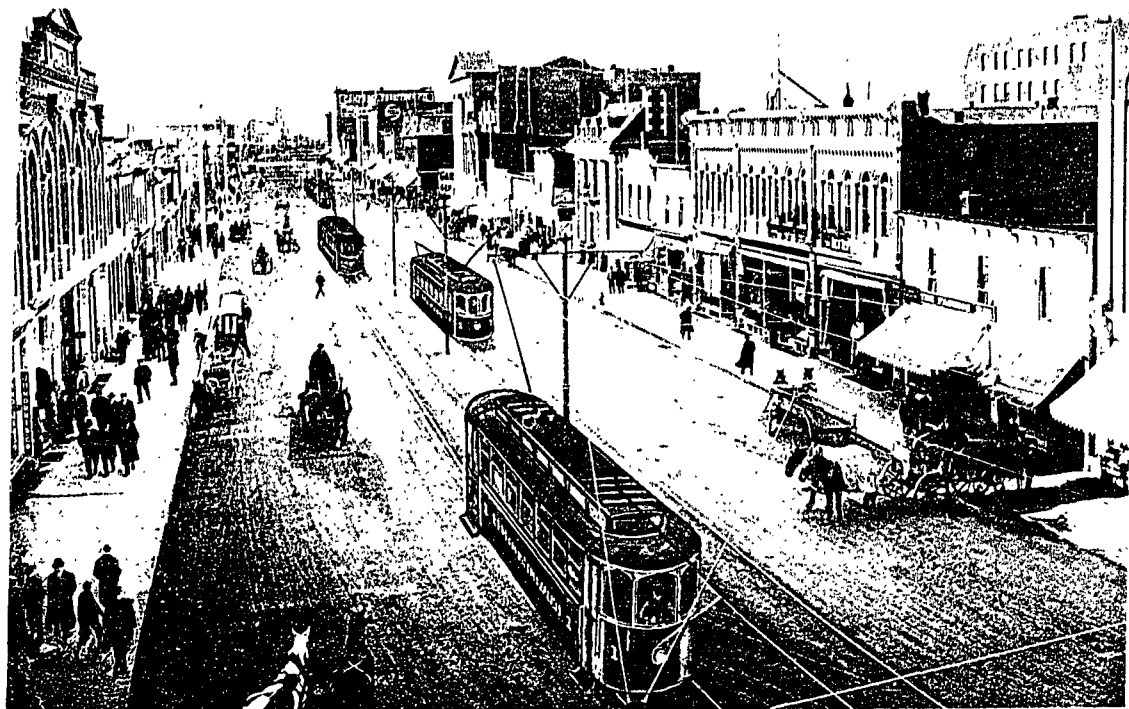
Capital, (paid up)	-	-	\$14,400,000.00
Rest,	-	-	\$12,000,000.00
Total Assets,	-	-	\$183,694 000.00

Head Office, Montreal.

A General Banking Business Transacted.

Interest allowed on Deposits of One Dollar and upwards at current rates in Savings Bank Department.

E. C. Pardee,
Manager, Edmonton Branch



JASPER AVENUE LOOKING WEST

To The Trade

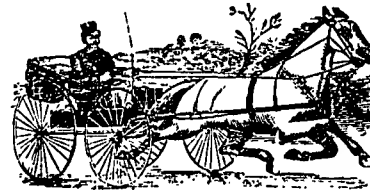
For Anything in
**Groceries, Biscuits or
Confectionery**

Wire, Write or Phone
Foley Bros. Larson Co.
Wholesale Grocers and Importers
EDMONTON, ALBERTA

... THE ... McInnis Lumber Co. Ltd.

Native and Imported Lumber, Shingles,
Lath, Lime, Windows, Doors, Turnings,
Etc., Etc., furnished at lowest prices.

Office and Factory
920 Jasper Ave. East
Telephone 2139 P. O. Box 829



**FIRST CLASS OUTFITS TURNED OUT,
IN FIRE BRIGADE TIME,
RING UP 1234 ONCE,
EASIEST NUMBER IN THE BOOK.**



JASPER AVENUE LOOKING EAST FROM QUEENS AVENUE

WHOLESALE

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RETAIL

Post Box 1859

Jas. A. Powell & Co.

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**All kinds of Agricultural Implements and Machinery
Wagons, Carriages,**

Sample Rooms and Offices

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HAIR DRESSING PARLOR

**ELECTROLYSIS
MANICURING
MASSAGE**

542 JASPER WEST

EDMONTON

**We Carry the Following Expressly for
The Firemen.**

The Royal Blue Shirt

**Congress Shoes, Kangaroo uppers, Viscolized and Goodyear
Welted soles (waterproof) manufactured for firemen. All kinds
of Wool and Cotton Underwear, Mitts and Gloves.**

Mac's Clothing Store

Corner Namayo and Clara

Edmonton

The Boston Store

**Largest Stock of Men's Wear in the City. Sole agents for
Foot-Rite Shoes and C. N. & R. Clothing.**

**291
Jasper East**

Hart Bros.

..... Smart Turn-Outs

CARRIAGES, CUTTERS, HARNESS

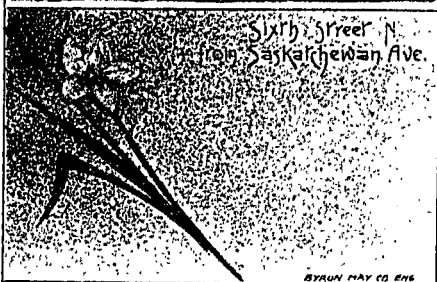
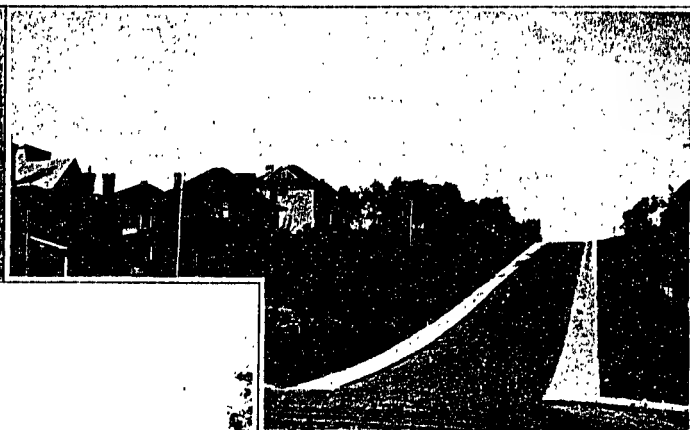
Agents for

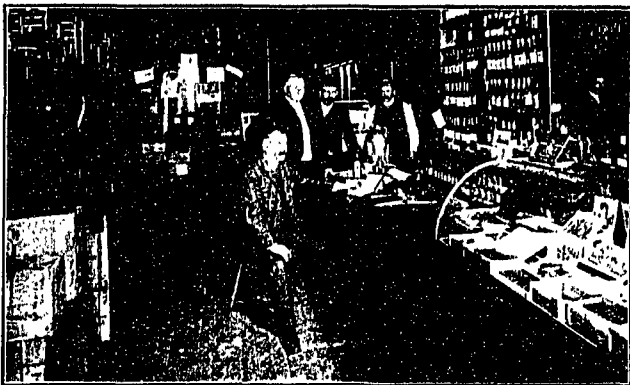
Peterborough Canoes, Skiffs and Launches

THE BELLAMY CO.

Cor. Rice and Howard Ave.

Edmonton, Alta.





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The Largest Importer and Dealer in Wines, Liquors
and Cigars in the West.

AGENT
Calgary Brewing & Malting Co.

Store and Bonded Warehouses
137 Jasper Ave. E., Edmonton.

The Manchester House

Established 1886
Edmonton's Popular Store for Twenty-two Years

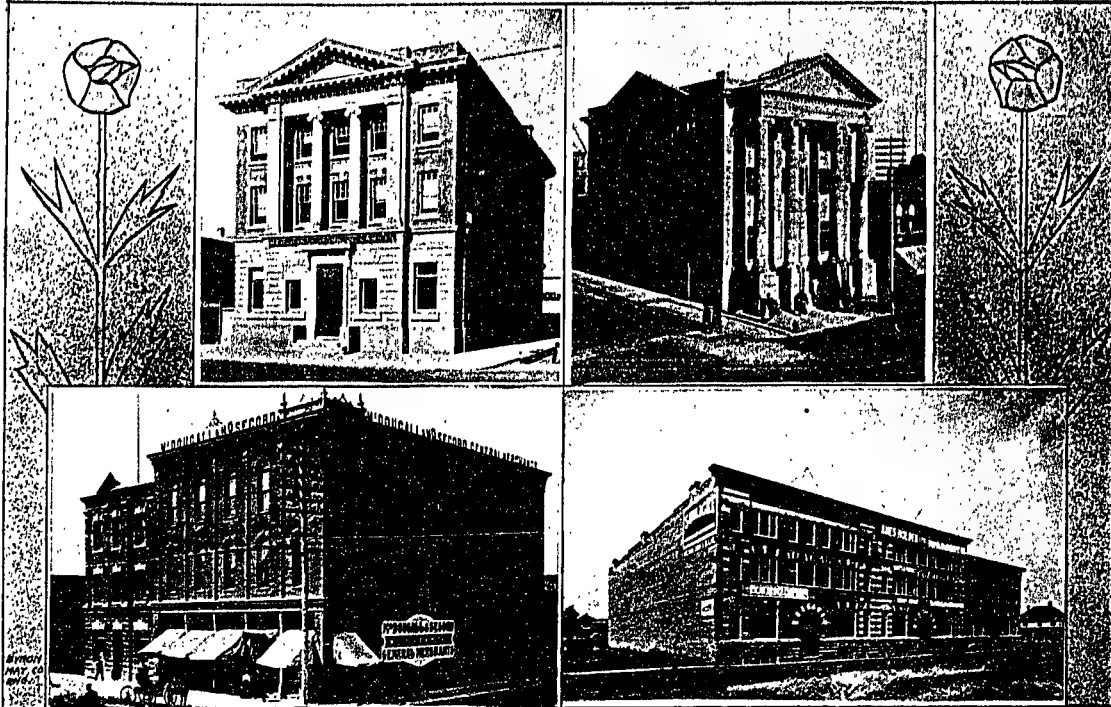
Dry Goods, Men's Furnish-
ings, Ladies' Wear, Boots
and Shoes, Boys Clothing.

On February 1st, we take over the
store next door, which will give us
very greatly increased floor space, and
enable us to give our customers better
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Our Big Stock of Christmas Goods
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**IMPERIAL BANK
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RESIDENCE OF MR. W. JOHNSTON, EAST EDMONTON

Blocks Furnished by
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Manufacturers of Sewer Pipes, all sizes, and
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For all your needs in China, Glassware,
 Household Goods, Notions, etc.

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JAS. BREHAUT, PROP.

The Western Coal Co.
 Edmonton, Alta.

144 McDOUGALL AVE.

NEAR POST OFFICE

Pittsburg Safe

THE SAFE THAT SAVES

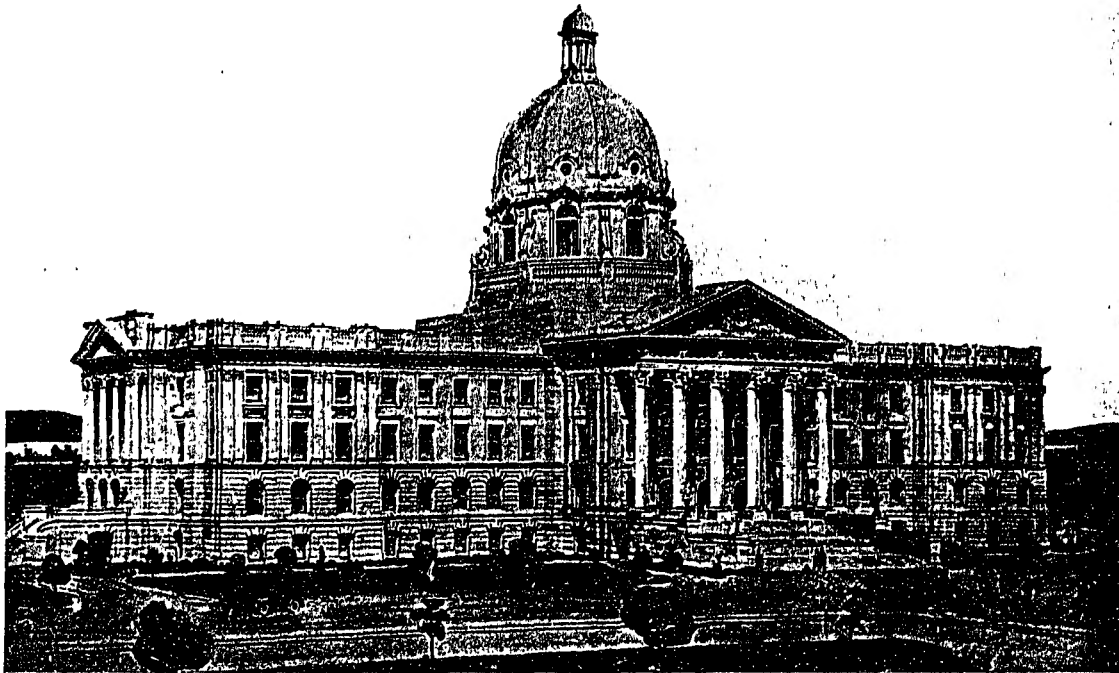
Robertson Safe & Typewriter
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 630-2-4 FIRST STREET

High Class Laundry
 Steam Plant

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Work Guaranteed

Song Lee, Prop.



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The Government Buildings as they will appear when completed; the foundations are all in, and part of the first elevation

The Canadian Bank of Commerce

Established 1867

Capital Paid-up	-	\$10,000,000
Rest	- - -	\$ 6,000,000

Head Office, Toronto

B. E. WALKER, President. ALEX. LAIRD, Genl. Manager

A General Banking Business Transacted

Savings Bank Department

Deposits of One Dollar and upwards received, and interest allowed at current rate.

Accounts may be opened in the names of two or more persons, withdrawals to be made by any one of the number or by the survivor.

Branches in every Province in Canada and in the United States and Great Britain.

Edmonton, Branch

T. M. TURNBULL,
Manager

Ask For

"Canada Dry" Pale Ginger Ale

—Equal to Anything Imported.—

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If you want something reliable and something which will give you satisfaction. You cannot do better than visit the Hudsons Bay Stores. We have built up an immense trade simply by giving to everybody, conscientious, square and fair dealing and the best possible value for your money. We carry a great stock of General and Fancy Dry Goods Ladies Ready to Wear Goods, Gents Clothing, Boots and Shoes, Carpets, Linoleums, Wall Paper, Crockery, Wines, Spirits and Groceries.

HUDSONS BAY CO.



WEE MACGREOR. FIRE DEPT. MASCOT

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